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CONSUMER TIME

R-28

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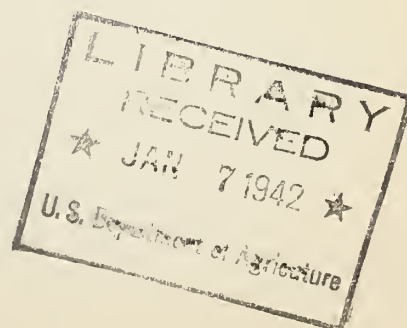
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Produced by Consumers' Counsel Division of the Department of Agriculture,
and presented in cooperation with Defense and non-Defense agencies
of the United States Government working for consumers.

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1. ANNOUNCER: This is CONSUMER TIME.
2. SOUND: CASH REGISTER - CLOSE DRAWER
3. NANCY: That's your money buying food.
4. SOUND: CASH REGISTER
5. GUNNAR: That's your money paying for a home.
6. SOUND: CASH REGISTER
7. NANCY: That's your money buying clothes and the thousands
of other things you need.
8. GUNNAR: That's you . . paying for these things . . money out
of your pockets.
9. SOUND: CASH REGISTER - CLOSE DRAWER



10. ANNOUNCER: CONSUMER TIME today brings you facts that will make your pennies and dollars go farther and buy you more of the things you need. This program is produced by your Consumers' Counsel in the Department of Agriculture, and is presented in cooperation with Defense and non-Defense agencies of the United States Government working for consumers.

And here is your Consumers' Counsel in person - Donald Montgomery.

11. MONTGOMERY: With best wishes for an economical New Year. I have some suggestions for resolutions we consumers might all make. But I'll tell you about those later in the program. Right now, Nancy here is going to report on ---

12. NANCY: Buying bath towels.

13. MONTGOMERY: And Gunnar ---

14. GUNNAR: How you can get more heat with less fuel.

15. FREYMAN: Well, that's something I'd like to know, Gunnar.

16. GUNNAR: Your fuel bills running too high, Mrs. Freyman?

17. FREYMAN: Well, ours aren't so bad, but the Miles have been having a terrible time with their furnace. They burn oil, you know.

18. GUNNAR: I didn't.

19. FREYMAN: Well, they do. And Mrs. Miles feels they're wasting money and heat and defense material - oil - all at once.
20. GUNNAR: Well, suppose we drive over to the Miles' house and take a look at that furnace. Want to?
21. FREYMAN: You mean - right now?
22. GUNNAR: Sure. My car's outside. We might pick up a furnace man I know and take him along too. He's one of the experts I've been interviewing this week for my facts on furnaces.
23. FREYMAN: All right. Let's go.
24. SOUND: PAUSE. THEN FADE IN CAR MOTOR. CROSS FADE WITH HUM OF OIL BURNER. SUSTAIN.
25. MAN: Well, that oil burner sounds all right, Mrs. Miles. How much oil do you use?
26. MOTHER M: About two thousand gallons a year.
27. MAN: Well, we ought to be able to cut that down for you.
28. SOUND: PUNCHING SMALL HOLE IN GALVANIZED PIPE.
29. MOTHER M: (SOTTO. CONCERNED) What's he doing to that flue?
30. GUNNAR: Punching a hole in it.
31. MOTHER M. A hole!

32. MAN: (LAUGHS) Don't worry - I'll seal it up afterward.
Got to make a place to stick this thermometer in.
33. MOTHER M: A thermometer in a chimney flue!
34. GUNNAR: That's a special thermometer - to measure the temperature
of the gas going up the chimney. The hotter the gas
is, the more fuel you're wasting.
35. MOTHER M: What does it say?
36. MAN: Nine hundred degrees Fahrenheit.
37. FREYMAN: Nine hundred! Sounds pretty hot to me.
38. GUNNAR: That is pretty hot. Too much heat going up the chimney -
not enough heat going to your house. Experts say it
shouldn't go much above four hundred degrees.
39. MAN: Now let's see how much carbon dioxide is in your flue
gas. I'll just stick this little gas analyzer through
the hole ---
40. MOTHER M: What's carbon monoxide got to do with it?
41. MAN: Carbon dioxide. That's what a furnace - and you -
breathe out.
42. GUNNAR: The higher the percentage of carbon dioxide in your flue
gas - the more heat you're getting for your money. The
carbon dioxide content that oil burner experts say is
best runs from ten to twelve percent.

43. MOTHER M: How much does ours have?
44. MAN: Only about six percent. That's too low,
45. GUNNAR: Suppose we measure that here on the efficiency chart.
Mind if I show this to them?
46. LEN: Not at all. That chart's a big help to us furnace men
in finding out how well these oil burners are working.
47. GUNNAR: You see, it's something fairly new - put out by the
Bureau of Agricultural Chemistry and Engineering.
48. FREYMAN: How do you use it, Gunnar?
49. GUNNAR: Well, it's really for the furnace man to use. He takes
the carbon dioxide content and the temperature, and
figures out on the chart how well your burner is working.
50. MAN: Says fifty-six percent, Mr. Jagdmann.
51. FREYMAN: What does that mean?
52. GUNNAR: It means the burner is wasting a lot of oil.
53. MOTHER M: Well - how can we fix it?
54. GUNNAR: We've got to increase the amount of carbon dioxide -
and lower the temperature of the flue gas.
55. MOTHER M: How do we do that?

56. GUNNAR: Well, that's where our furnace man comes in. Looks as if he's started already ---

57. SOUND: FADE IN DULL CLUNK OF METAL. INSULATION RIPPING OFF.

58. MAN: I'm just taking off some of this insulation - to get right down to the burner itself. Want to look for air leaks. Ah, here's a spot that looks suspicious. I'll just light my candle ---

58-A. SOUND: MATCH STRUCK

59. FREYMAN: Why, the candle flame bends right toward the furnace!

60. GUNNAR: That proves there's a leak at that point. Air drafts suck the flame right in.

61. MAN: Got to plug up that crack with furnace cement. And here around the door too ---

62. SOUND: FURNACE DOOR OPENED, SHUT.

63. MAN: These hinges could stand tightening. Then I'll have to adjust the shutter ---

64. FREYMAN: Sounds as if this is an all-day job.

65. GUNNAR: Nope - only two or three hours - but we've got to get back to the studio for the rest of our broadcast. Mrs. Miles - suppose we leave you and your furnace in this expert's hands?

66. MOTHER M: Sure, Mr. Jagdmann - go right ahead. I certainly thank you for bringing him.
67. GUNNAR: You'll thank us even more when you find out how much money he saves you on your fuel bills.
68. MOTHER M: Well, I'd been intending to call a furnace man, but I didn't know where to get one.
69. GUNNAR: You can usually reach one through the company that sold you the burner. Or even your own fuel company. They'd rather have a satisfied customer - and sell you less oil - than none at all. Just call them up and ---
70. FREYMAN: (AWAY FROM MIKE) Gunnar - Nancy will be waiting!
71. GUNNAR: So she will. Well - goodbye, Mrs. Miles.
72. MOTHER M: (FADING) Goodbye!
73. SOUND: FADE OFF HUM OF FURNACE, CROSSING WITH CAR MOTOR.
SUSTAIN CAR. THEN FADE.
74. NANCY: (FADING IN) Well, you two - I was afraid I'd have to carry on this program all by myself.
75. FREYMAN: Not a chance, Nancy. I'm too anxious to learn the facts about bath towels. Planning to buy some in the white sales this month.
76. NANCY: Your old towels giving out?

77. FREYMAN: They are - and they're not so old at that. I just bought them when we got married.
78. NANCY: What kind did you buy?
79. FREYMAN: Green ones - to go with our bathroom.
80. NANCY: But how were they made?
81. FREYMAN: Not very well, I guess - and they've made me a lot of trouble. --- Why, just this morning, when my husband was taking his shower ---
82. SOUND: SHOWER RUNNING, OFF MIKE
83. DAVID: (OFF, MUFFLED, SINGING) "Singing in the shower's like singing in the rain!"
84. SOUND: SHOWER STOPS
85. DAVID: "Singing in the ----" Say, where in ---? (CALLING) Evelyn!
86. FREYMAN: (ON MIKE) Yes?
87. SOUND: DOOR OPENS, OFF.
88. DAVID: - (OFF, UNMUFFLED) Hey - there aren't any towels in here!
89. FREYMAN: Okay. I'll get one from the linen closet.
90. SOUND: (CLOSET DOOR OPENS, ON MIKE)

91. DAVID: (CLOSER, BUT STILL AWAY) H-h-hurry up! I'm f-f-freezing!
92. FREYMAN: Here's one.
93. DAVID: (FADING IN) Thanks, Honey.
94. SOUND: BATHROOM DOOR CLOSES, ON MIKE.
95. DAVID: (MUFFLED) Hey!
96. FREYMAN: What's the matter?
97. SOUND: BATHROOM DOOR OPENS, ON MIKE.
98. DAVID: (ON MIKE, UNMUFFLED) This must belong to the baby.
99. FREYMAN: It did ---
100. DAVID: But I can't use a little thing like this!
101. FREYMAN: Sorry, David - that's all we have left.
102. DAVID: Where are my great big bath towels?
103. FREYMAN: They're all torn to pieces.
104. DAVID: But holy cats ---!
105. FREYMAN: Sorry ---
106. DAVID: All right. I'll try to stretch this one around me ---

107. SOUND: BATHROOM DOOR CLOSES

108. DAVID: (SINGING, MUFFLED AND DISGRUNTLED) "Singing in the ---"

109. SOUND: TOWEL RIPPING, MUFFLED

110. DAVID: (WITH EMPHASIS) "Bath towel! That an awful pain ---!"

(PAUSE)

111. FRYMAN: (FADING IN) So you see, Nancy - my bath towel problem.

112. NANCY: I certainly do.

113. FRYMAN: And the worst of it is, those great big towels - the kind David likes - are so expensive. I got the cheapest ones I could.

114. NANCY: Maybe that's the trouble.
115. FREYMAN: But you're always preaching economy.
116. NANCY: Cheap-grade bath towels aren't economy. They wear out too quickly.
117. FREYMAN: But I can't go buying a lot of expensive towels ---
118. NANCY: Then buy a few of them.
119. FREYMAN: I suppose the price varies with the size.
120. NANCY: It does. And - among towels of one size - the price usually varies according to quality. But I'd advise you to shop around and compare values ---
121. FREYMAN: How can I tell good quality in bath towels?
122. NANCY: Well, let's test your judgment. Here are two towels I brought with me - both the same size, both the same price. Now - which one would you choose?
123. FREYMAN: Well, the green one would go with my bathroom. . . better than the white one. But ~~this~~ white one's softer. I should think it would dry better.
124. NANCY: That's a good point. Soft, fluffy towels are better for drying. They have more of these little loops of thread that form the terry cloth, and so they absorb water better.

125. FREYMAN: These little loops seem longer too than the ones on the green towel.
126. NANCY: They are - a trifle. Of course, terry loops shouldn't be too long - not more than an eighth of an inch - or they're liable to catch and pull.
127. FREYMAN: These aren't more than an eighth - are they?
128. NANCY: No ---
129. FREYMAN: Then this white towel's the better buy.
130. NANCY: Hold on there! What about the material under the loops --- the foundation?
131. FREYMAN: What's that got to do with it?
132. NANCY: That determines the towel's wearing ability. A firm, closely woven foundation holds the loops in place and keeps the towel from tearing so easily.
133. FREYMAN: Well, I can't see much difference in the weave.
134. NANCY: Suppose you hold them up to the light ---
135. FREYMAN: Why, the light shines right through this white towel!
136. NANCY: Then ---
137. FREYMAN: Then I don't know which one to choose! The green one would wear better, but the white one would feel - and dry- better.

138. NANCY: Every towel is more - or - less of a compromise between those two qualities - wearing and drying ability. Guess we'll have to look for some other signs of quality in these. How about the edges?
139. FREYMAN: I noticed those right away - selvages. I know better than to buy a bath towel with hemmed edges that can break and fray out.
140. NANCY: But hadn't you better look at the selvages more closely?
141. FREYMAN: The selvaqe on this green towel is much firmer.
142. NANCY: Yes - that would wear much better.
143. FREYMAN: Then I suppose ----
144. NANCY: Wait - you aren't ready to suppose yet.
145. FREYMAN: What else do I have to consider?
146. NANCY: The ends. Notice that wide border on the green towel?
147. FREYMAN: You mean here - where there aren't any terry loops?
148. NANCY: Hm-Hm. That wouldn't be much use for drying - would it?
149. FREYMAN: I never thought of that. Although this towel is just as big as the white one, it hasn't so much toweling.

150. NANCY: Right. It's always a good idea to compare the square inches of drying surface.
151. FREYMAN: Well, so far as drying's concerned, the white towel wins from every angle. It hasn't any border at all - except this narrow corded stripe.
152. NANCY: But that cording is a danger signal - when it's woven so much more tightly than the rest of the towel. Maybe you've seen towels that rippled along the bottom edge - just like a ruffle.
153. FREYMAN: Yes, I have - in friends' homes.
154. NANCY: Well, that tightly-woven cording is usually to blame. It shrinks more than the rest of the towel.
155. FREYMAN: Well, I certainly wouldn't want my towels to look like that. I swear, Nancy - you've got me to the point where I don't want either of these towels.
156. NANCY: Congratulations.
157. FREYMAN: What?
158. NANCY: I hoped you'd turn these down - and go look for a better one.
159. FREYMAN: But with so many points to consider ---! Why, I could never remember half of them!

160. NANCY: That's why we've prepared a Consumer Tips card on bath towels - so you'll know what to look for when you go shopping.
161. FREYLAN: Well, I should think every consumer in this country would want a copy of that card. I know I do.
162. NANCY: All right. We'll tell you just how you can get it - free of charge - at the close of the program. Get a pencil handy, so you can write down the address. But first we're to hear those New Year's resolutions.
163. SOUND: NOTE ON CHINE
164. ANNOUNCER: Your Consumers' Counsel - Donald Montgomery!
165. MONTGOMERY: These resolutions I've prepared today aren't really New Year's resolutions. They're the same old rules we've been repeating over and over again on CONSUMER TIME during 1941. But now, with our nation at war, these rules have a new importance. It has always been important for us to be intelligent consumers. But many of us have thought about just our own pocketbooks . . . our own individual standard of living. Now we need to think in terms of the whole nation.
- To help you do that job, here are some consumer resolutions.

(MORE)

First . . we resolve to plan carefully. Budget before we buy . . decide beforehand just how much we will spend on each item in our living expenses. That way we can stretch our dollars to cover more of our needs.

Second . . we resolve to buy wisely. We'll buy only the things we do need . . and make every penny we spend give us a whole penny's worth of value.

Third . . we resolve to look for labels that give us facts. We'll read those labels when we find them . . . and ask for them when we don't . . . and we'll use those labels to help us get just the grade of product that suits our needs.

Fourth . . we resolve to watch prices. We'll do our part to keep them down and try to be on guard against hidden price increases - where quantity or quality is reduced. We know that rising prices mean inflation - a threat to national defense - and so we won't willingly do anything to push prices up.

Fifth . . we resolve to eat the proper foods . . to serve meals that will build strong bodies and alert minds.

Sixth . . we resolve to drink more milk. We will try to see that all children, as well as nursing or expectant mothers, get a full quart of milk every day.

And that all other Americans can get at least a pint if they want it.

Seventh . . we resolve to take care of the things we have. We will repair our homes, our clothing, our household equipment. By making them last a little longer . . we increase our savings . . avoid buying new things . . aid defense.

Eighth . . we resolve to save by sharing . . both the things we have and the things we must buy. We will cooperate with our neighbors and share the expense of cars . . washing machines . . all the tools that help us do a better job of living.

Ninth . . we resolve to war against waste. We will conserve food, energy, paper, metal, rubber . . all the materials needed for victory.

Tenth . . we resolve to be active consumers . . to organize consumer groups . . to study and act on consumer problems . . and to take a responsible part in the protection of our standard of living.

166. SOUND: CHILE

167. FREYMAN: Those are mighty good suggestions Mr. Montgomery.
And now, what are you planning for next week's
CONSUMER TIME?

168. MONTGOMERY: Well, Gunnar here is to report on ---
169. GUNNAR: Standard sizes for boy's clothing.
170. MONTGOMERY: And Nancy ---
171. NANCY: Foods for elderly people.
172. FREYMAN: Well, I'll be right here listening - and asking questions. Especially about the food for elderly people. You know, I had the most dreadful experience. Once when my husband's Aunt Agatha came to visit us ---
173. NANCY: Would you mind saving that story for next week, Mrs. Freyman? We haven't much time ---
174. FREYMAN: Oh, of course.
175. NANCY: Then we'll be looking forward to it next week. And right now our announcer, _____, is going to tell you how you can get a copy of the Tips card on bath towels.
176. ANNOUNCER: The free Tips card on bath towels. You don't have to send any money at all. Just a penny postal - with your request on it, your name and address, and the name of the radio station over which you heard this program. Address the card to: Consumers' Counsel - Department of Agriculture - Washington, D. C. That's all there is to it. Just Consumers' Counsel - Department of

(MORE)

Agriculture - Washington, D. C. - and the Tips card on bath towels will be sent to you.

Next week CONSUMER TIME will bring you more valuable facts from your Consumers' Counsel in the Department of Agriculture - in cooperation with Defense and non-Defense agencies of the United States Government working for consumers.

Heard on today's program were Nancy Ordway, Gunnar Jagdmann, Evelyn Freyman, Nell Fleming, , and your Consumers' Counsel, Donald Montgomery.

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